D210 Representation and Reporting Performance Assessment

Part 3: Reflection Paper

Author: Eric Colwell

Western Governors University

**C1:**

The churn data dictionary explains the need to retain customers. The purpose and function of the interactive Tableau dashboard aligns with this need. The dashboard allows the executive leaders in the company to gain insight from different aspects of the datasets. Average Monthly Charge and Average Tenure are in the Key Performance Indicator portion of the dashboard. These are just two of the important outputs of the dashboard.

**C2:**

The variables used in the additional dataset show a sizeable gap between the median household income by state when compared to the median household income by state in the given churn dataset. The churn data dictionary does not include dates. Since dates are not included, I believe the given dataset is years behind the Census information. An insight that can be drawn from this would be to update existing customer data on a yearly basis and to include month, data, and year for all customers in the database. This extra gathered and updated information may lead to more insightful information that is presently possible.

**C3:**

Two different data representations in the dashboard are in the KPI panel. Without filtering anything an executive leader can view the average tenure for loyal customers is 42 months compared to churned customers at 13 months. The other data representation is the average monthly charge for churned customers is $199 compared to loyal customers at $169. That is approximately 20% higher. Executive leaders could use this information for creating a marketing plan that targets customers at 12 months of tenure that have a monthly charge that is substantially higher than $163.

**C4:**

Two of the interactive controls that can be utilized in this dashboard include the U.S. map and the Churn by Gender panels. With these controls executive leaders can drill down further into the information by state and gender. For example, the user can click on the State of Indiana then click on Male in the Churn by Gender panel to see that the average monthly charge is $208, and the average tenure is 9 months.

**C5:**

The interactive Tableau dashboard consists of colors and color palettes that are friendly to those individuals with colorblindness. According to Shaffer (2016), the colors orange and blue are distinguishable. Tableau includes a color-blind palette that works well for the U.S. map.

**C6:**

The churn data dictionary states that it costs the company 10 times more to acquire a new customer than it does to retain an existing one. With a churn rate above 25% there is good reason to investigate which customers are more likely to churn and develop a marketing plan to target these individuals. The difference in average monthly charge and average tenure supports the story the dashboard demonstrates.

**C7:**

The audience for this analysis consists of the Senior Vice President for Customer Experience (SVP), the Executive Vice President of Sales (EVP), the Panel of Regional Vice Presidents (Regional VP), and Data Analytics Peers. After reviewing the background of the audience, I created the dashboard so that all can benefit from the output. For the SVP, the large-scale output for the whole country can be viewed. The EVP and Regional VP’s can drill down to a regional or state level for more in depth output. The Data Analytics Peers may gain insights from any level of the output and create an additional dashboard that contains information regarding the services offered by the company.

**C8:**

This dashboard was created to provide universal access for all audiences. The controls are easily understood, the output is informative, and it is accessible simply by clicking on the link to the dashboard.

**C9:**

Two elements of effective storytelling that I implemented in this presentation include engaging the audience members by explaining how the dashboard could help them easily determine target demographics and retain customers, and being interactive with my audience by explaining how this information can benefit the company’s profit margin (Indeed, 2020).

References

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